

3 a storage device having stored therein a plurality of executable instructions that  
4 implements an information server for receiving [a] a uniform resource locator (URL)  
5 [including] consisting of a server name immediately followed by an identifier interpreted as a  
6 real estate identifier identifying [an information page associated with] a real estate, and in  
7 response, determining if [the identified real estate] an information page associated with the  
8 identified real estate exists, constructing and issuing one or more queries including the real  
9 estate identifier to retrieve information corresponding to the identified real estate and  
10 dynamically generating instructions to create the [identified real estate] associated  
11 information page for the identified real estate for provisioning to a client if the [identified real  
12 estate] associated information page is determined to [be] not exist for the identified real  
13 estate; and  
14 a processor coupled to the storage device to execute the stored instructions.

1 2. (Thrice Amended) The apparatus of claim 1, wherein if the [identified real estate]  
2 associated information page for the identified real estate is determined[s] to exist, the  
3 information server provisions the [identified real estate] associated information page for the  
4 identified real estate to the client.

1 3. Previously Cancelled.

1 4. (Remain unchanged, Once Amended-Before) The apparatus of claim 1, wherein the real  
2 estate identifier is a multiple listing service (MLS) identifier.

1 5. Previously Cancelled.

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1 6. Previously Cancelled.

(2) 14. (Thrice Amended) The apparatus of claim 1, wherein [the] the real estate identifier has a  
2 marketing code appended thereto, identifying a marketing source.

1 8. Previously Cancelled

1 9. (Unchanged, Once Amended Before) The apparatus of claim 7, wherein the information  
2 server further includes a statistics function to compile and maintain statistics using the  
3 marketing code appended to the real estate identifier of the received URL.

1 10. (Unchanged, Once Amended Before) The apparatus of claim 9, wherein the information  
2 server further includes a report function, which periodically compiles and generates a  
3 marketing report based, at least in part, on the compiled marketing statistics.

1 11. (Unchanged, Once Amended Before) The apparatus of claim 9, wherein the information  
2 server further includes a report function, which compiles and generates, on demand, a  
3 marketing report based, at least in part, on the compiled marketing statistics.

(3) 1 12. (Thrice Amended) A method for provisioning real estate information pages, the method  
2 comprising:  
3 receiving from a client a uniform resource locator (URL) [including] consisting of a  
4 server name immediately followed by an identifier interpreted as a real estate identifier  
5 identifying [an information page associated with] a real estate;

3  
6 determining whether an information page associated with the identified real estate  
7 [information page] exists; and  
8 constructing and issuing one or more queries including the real estate identifier to  
9 retrieve information corresponding to the identified real estate, and dynamically generating  
10 instructions to create the [real estate] associated information page if the [real estate]  
11 associated information page for the identified real estate is determined to [be] not exist.

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1 13. Previously Cancelled.

1 14. (Unchanged, Once Amended Before) The method of claim 12, wherein the real estate  
2 identifier is a multiple listing service (MLS) identifier.

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1 ~~12~~ 15. (Twice Amended) The method of claim ~~12~~ <sup>8</sup>, further comprising provisioning the  
2 [identified real estate] associated information page for the identified real estate to the client if  
3 the [identified real estate] associated information page for the identified real estate is  
4 determined to exist.

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1 16. Previously Cancelled.

1 17. Previously Cancelled.

1 18. (Unchanged, Twice Amended Before) The method of claim 12, wherein the real estate  
2 identifier has a marketing code appended thereto, identifying a marketing source.

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1 ~~18~~ 19. (Twice Amended) The method of claim ~~18~~ <sup>11</sup>, further comprising:  
2 compiling and maintaining a history of received marketing codes; and

3 calculating [statistical] statistics for the received marketing codes.

1 <sup>18</sup>20. (Twice Amended) The method of claim <sup>19</sup>19, further comprising periodically compiling  
2 and generating a statistical report depicting marketing effectiveness, based at least in part, on  
3 the calculated [statistical] statistics of the received marketing codes.

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1 <sup>14</sup>21. (Thrice Amended) An article of manufacture comprising:  
2 a recordable medium having recorded thereon a plurality of machine executable  
3 instructions implementing an information server having a plurality of functions for  
4 provisioning real estate information pages, the functions including a function to receive a  
5 uniform resource locator [having] consisting of a server name immediately followed by an  
6 identifier interpreted as a real estate identifier identifying [an information page associated  
7 with] a real estate, determining if [the real estate] an associated information page of the  
8 identified real estate exists, constructing and issuing queries to retrieve information  
9 associated with the identified real estate and to dynamically generate instructions to create the  
10 [identified real estate] associated information page for the identified real estate for  
11 provisioning to a client if the [real estate] associated information page for the identified real  
12 estate is determined to [be] not exist.

1 <sup>15</sup>22. (Thrice Amended) The article of claim <sup>14</sup>21, wherein the function provisions the [real  
2 estate] associated information page for the identified real estate to the client if the [real  
3 estate] associated information page for the identified real estate is determined to exist.

1 23. Previously Cancelled.

1 24. (Unchanged, Twice Amended Before) The article of claim 21, wherein the real estate  
2 identifier has a market code appended thereto identifying a marketing source.

1 25. (Unchanged, Once Amended) The article of claim 21, wherein the information server  
2 includes a function to identify, compile and maintain a statistical history of marketing codes  
3 received in information page requests.

1 26. (Unchanged, Once Amended) The article of claim 25, wherein the information server  
2 includes a report generation function which generates a report including the compiled  
3 statistical history.